



Pennsylvania One Call System, Inc.

925 Irwin Run Road
West Mifflin, PA 15122-1078
(412) 464-7100
www.paonecall.org

October 31, 2011

Ms. Alicia Henderson
U.S. Department of Transportation
Pipeline and Hazardous Materials Safety Administration
Office of Acquisition Services, PHA-30
1200 New Jersey Avenue, SE, E22-301
Washington, D.C. 20590

RE: Progress Report DTPH56-11-PHPS20

Dear Ms. Henderson;

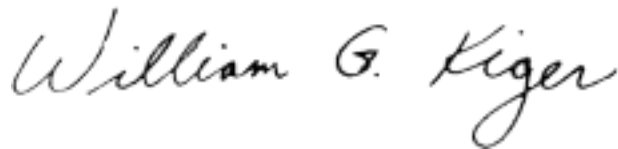
Pennsylvania One Call System, Inc. (POCS) continues to promote mandatory membership of underground facility owner/operator, while continuing the call before you dig campaign. The number of excavation calls received due to the number of Marcellus shale drilling permits filed in the past year. In an attempt to reach those associated with the Marcellus shale industry POCS opted to attend as many Marcellus shale events as possible. Hoping to build the network and make connections with the coalition. Part of the grant money awarded will be used in covering the cost in attending these events. There are many rural areas within the commonwealth. Reaching out to the individual companies that are doing the actual drilling can be difficult, as a number are from out of state. The marketing strategy to reach those organizations performing the actual excavation has been that of radio broadcast, and printed materials advertising. POCS has worked with a broadcasting company to produce a custom radio advertising campaign focused on Marcellus shale outreach. POCS worked with the broadcasting company to air these custom radio spots in the areas of Pennsylvania that the permits have been filed. The development of a brochure that highlights reasons for calling before excavating in addition to explanation of facility owner membership is also part of the outreach program. This brochure will be mailed to all callers. POCS has also been working with the Marcellus shale coalition to distribute the brochure to their members.

POCS has contracted with an organization to produce a series of informative and engaging web-based videos. The videos are designed to allow quick informative information available on POCS website. The information format is designed in a way to offer reason for using the system, along with the benefits of membership, and calling before you dig.

Pennsylvania One Call System will continue to attend expos, seminars, and meetings in order to keep an open communication link with the Marcellus shale industry. POCS staff works with the facility owner to encourage membership, as well as, adding their new underground facilities to the mapping application.

Measuring the reason for use of the system and reason for becoming a member can be difficult. The radio and printed materials put together will encourage use of the system. The videos will offer the additional information to explain why the system should be used. The goal to have the Marcellus shale companies making use of the system can be measured in the number of calls received as well as the number of companies that have become facility owner members. POCS feels that the monies spent to date are on target in the education of all involved.

Respectfully Submitted;

A handwritten signature in cursive script that reads "William G. Kiger". The ink is dark and the signature is fluid, with a large, sweeping 'W' and a distinct 'K'.

Pennsylvania One Call System, Inc.

William G. Kiger

President/Executive Director

Cc: Ms. Annmarie Robertson